

State of California  
Department of Water Resources  
State Water Resources Control Board  
Department of Health Services

2002 RECYCLED WATER TASK FORCE  
Public Information, Education and Outreach Workgroup  
MINUTES OF  
30 OCTOBER 2002 MEETING

**Meeting Time and Location**

10:00 A.M. - 1:00 P.M., 30 October 2002, San Francisco Public Utilities Commission, 1000 El Camino Real, Millbrae, CA 94030.

**Attendance**

Twenty-one people attended the meeting. This included 6 Task Force members, 3 state support staff, and 12 members of the public. See attachment for a complete list.

**Summary of Proceedings**

The meeting was facilitated by Dr. Eric Schockman who opened up the meeting by first inviting the telephone and the in-house participants to introduce themselves. The workgroup co-chair, Herman Collins, invited the participants to comment on the white paper rough draft.

**A. Minutes**

**September 4, 2002 Workgroup Meeting:** Ms. Shulte Joung submitted some edits on the minutes. With those included the minutes are approved.

**October 10, 2002 Public Discussion:** Dr. Schockman mentioned the October 10, 2002 public discussion and asked for the group input and approval on the minutes. After a few corrections were noted, a point still needed to be clarified. The workgroup authorized staff to get the necessary clarification, when this is done, the minutes to be reviewed by the co-chair for final approval..

**B. White Paper**

Several productive comments and valuable inputs were made during the meeting. Those points are summarized below.

**Title:** The paper title should be changed. One example submitted is: "White Paper of the Public Information, Education, and Outreach Workgroup on Better Public Involvement in the Recycled Water Decision Process."

**Tone:** A main point made at the meeting was changing the paper's tone from condescending, and/or belligerent, to open and proactive. The ideas expressed are that we are enlightened and if we can understand and address the public's concerns, then indirect potable reuse can occur. Also, the tone includes the following idea. Wastewater discharge occurs, and since we are all alive, we should not be concerned with indirect potable reuse.

**Introduction:** The introduction needs to include all the recycled water uses addressed in the paper, specifically, agricultural reuse, landscape irrigation, golf courses, dual plumbing, etc. Also, instead of just reading that California needs water, the introduction can express the idea that the water supply depends on many conditions. It varies by region, north versus south, hydrologic year classification, dry versus wet, and population growth.

**Charge Issues:** Several points from the initial charge were not specifically addressed in the paper. These included social equity, epidemiological studies. Some may pertain to another workgroup and so the recommendation is to revise the charge.

**Social Equity/Environmental Justice (EJ):** This issue is in the scope of public participation. A utility may not be aware of some challenges in public inclusion and the resulting perception. This falls within the scope of social equity. This topic is dealt with in the chapter on value-based decision-making and requires more detail to fill it out.

Some participants believe that the paper go round the issues in the value-based decision-making chapter. There exist three types of concerns: growth, health, and those generally opposed the recycled water use. The value-based decision-making (VBDM) chapter should highlight specific sections on Environmental Justice (EJ), Health, and Growth. Although growth is an issue, other issues often mask it. A good case study utilizing VBDM in dealing with EJ issues is needed. This section needs more emphasis, perhaps by increasing the examples in the white paper.

The paper lacks good personal case studies to illustrate good and bad public participation. These personal accounts can give their perspective on why problems occurred and provide recommendations to bring about public inclusion. Meetings need to contain more than the big “water buffaloes”.

The question remains on how to facilitate those affected or perceived affected by recycled water projects. The underlying roots of economic decisions need to be addressed. Minority communities may sense economic injustice in the siting of a project. The project may depress property values and thus seen as an economic blight.

While it may be economically feasible to have an indirect potable reuse project, it may not be socially acceptable. It is up to the community to decide how to deal with their water issues. University of California Los Angeles Institute of the Environment researchers found that even if the public could be guaranteed the recycled water was completely safe, few respondents said they would use it indoors. However, they would use reclaimed water for outdoor purposes. The study gave the public a "D" for showing a lack of interest and having misperceptions about water reclamation at a time when there is a drought and dwindling water supplies in California. The public preferred water from a water treatment plant over that from a wastewater treatment plant.

**Health:** The health issues should be addressed during the community review. This white paper described the health issues within the framework of public acceptance levels. The Science and Health/Indirect Potable Reuse Workgroup will deal with the health issues in detail. The workgroup strongly believes that the public health issue shall continue to be the top concern in dealing with recycled water. Additionally, the workgroup encourages on going, up to date scientific research on recycled water to insure public health is maintained.

**Growth:** The growth issues should be addressed during the community review. Some members believed that the white paper needs to discuss growth, as it is an issue that comes up repeatedly in recycled water projects. Others believed it limits the discussion of recycled water and it is a local issue, for the locals to decide.

Currently, there exist California Senate Bills 610 and 221 of 2001, “Show Me the Water” bills. These bills require detailed information regarding water availability to be provided to the city and county decision-makers prior to approval of specified large development projects.

Growth needs to be addressed as part of an overall fresh- and waste-water management approach. This would require communities to conduct sufficient planning to address growth to maintain adequate supply and sewage system and plant capacity and prevent overflow.

This paper is a technical report to the legislature, but also a toolbox for communities to use in planning a recycled water project.

**Utility Tools:** Utilities need to cultivate a diverse, active, and vocal outside constituency.

In trying to improve the value of recycled water projects, multiple use facilities have provided additional benefits to a community. For instance, facilities can combine a water treatment plant with a zoo, a park, and/or a golf course.

Instead of the announce-defend strategy taken in the past, utilities need to present all the options available to a community along with the pros and cons of the various options. This information levels the playing field for all water sources. The utility should solve the problems only with the input of the community.

One tool to present the water options is to present the relative risks of the various sources. Also, a side-by-side comparison of the various water supplies: desalination, recycled, Sacramento River, et cetera. The utility should try to answer the question of what source provides the safest and most reliable product. More study of the various treatment methods results may be needed.

For instance, determine how much NDMA remains after reverse osmosis. (NDMA: N-NitrosoDiaMethylAmine: is a chemical byproduct formed in acidic environments through disinfections/treatment of water, California Department of Health Services recommends consumer notification if the NDMA concentration exceeds 0.02 µg/L.)

One challenge is to grab the public's attention. Political campaigns and "Toilet to Tap" catch their interest.

Another challenge is to listen and communicate effectively with the public. Then officials need to incorporate those ideas into the project plan.

Also, water utilities need to be aware that even if they do everything correctly, the project may not be chosen.

**Agriculture:** The paper lacks information pertaining to agricultural use of recycled water. A good example is Salinas, in Monterey County, presented to the group by Keith Israel.

**Case Studies:** The case studies should provide insight to the reader. They need to capture what was done correctly or incorrectly. What were the differences in the project: political campaign, media campaign, perceived social inequity, city or county agency vote, beneficial use of the recycled water (potable versus irrigation), water sources (ground water versus surface water), amount of public participation, etc.

The paper needs a good example of selling recycled water to the users. The Serrano example does not illustrate the points looked-for in the discussion of selling recycled water. One member suggested using the Dublin San Ramon / East Bay Municipal Utility District Recycled Water Authority project, or the South Bay Water Recycling project.

**Other Points:** The paper should not focus in great detail on the widely accepted recycled water uses such as irrigation, toilet flushing, or some industry uses. Although, progressive outreach programs are needed, i.e. continuous information gathering, sharing, educating the public, more effort and work should be applied to the less accepted uses.

A section on Media Relations should be included. This section should include how to deal with the media before problems/project occurs. Cultivate the media with media kits, fact sheets, etc. Editors, those responsible for the headlines, are an important part of this community and need to be included in the communication.

Another section can deal with Political Relations. The political scene is unpredictable. A member thought that to meet with policy makers on a regular basis may be unrealistic. Another countered that it was done in Los Angeles. Someone suggested that communities take the approach used by the Sacramento Water Forum Agreement. Unlike the "decide, announce, defend" method the group united together approached the politicians to inform them of their plans. This group had a sufficiently broad and diverse membership who understood and supported the agreement, and the politicians did not want to oppose them.

Also, to cultivate non-partisan qualities, the project proponents could have a continuous rotation of chairmanship.

Perhaps the workgroup can present this white paper to the public at three meetings in the north, south, and central regions of California. Alternatively, the group has presented at ACWA and POWER conferences, now present to the environmental justice (EJ) community. Another EJ source is at the Governors office.

**Recommendations:** The workgroup needs to extrapolate policy recommendations for the legislature from the paper.

State Leadership: List beta/pilot programs for State to encourage.

Participation: CEQA / NEPA public notification inadequate.

Education: Recycled water education needs to be incorporated into the public school system curriculum. For this there can be a long-term and a short-term plan of action. The group needs more information to determine what is possible, ways to encourage the school districts to implement programs, and what educators need for successful programs.

The recommendations should address the party responsible for implementing the legislation, i.e. superintendent of education. The language should specify the time and amount of education required, and provide a deadline for that implementation. For instance, the state superintendent of education is required to incorporate four-hours per semester of recycled water education into the curriculum and have this in place by the year 2007.

The recommendation could entail the enhancement of existing programs, for example those offered through the Water Education Foundation, or science fair projects. The education can also include a coloring book on recycled water.

Recommend a statewide public media campaign, through public service announcements, describing the water situation and ideas to which would promote recycled water use, as well as conservation.

### **C. Action Items**

Clarify point in October 10, 2002 public discussion minutes.

Workgroup members to submit comments and write-ups for the redraft by Wednesday, November 6, 2002.

Revise the charge for the Public Information, Education, and Outreach Workgroup.

Change the paper's title to: "White Paper of the Public Information, Education, and Outreach Workgroup on Better Public Involvement in the Recycled Water Decision Process."

Change the tone of the paper and get the redraft out for review. Staff

Add all the issues addressed in the paper in the introduction.

Develop the VBDM section.

Send out redraft for comments to Environmental Justice (EJ) community by November 8, 2002 to receive input before sending it to the Task Force members, in preparation for November 19 meeting.

Fill out the sections on value-based decision-making (VBDM) to highlight specific sections on EJ, Health, and Growth.

Write-up a good case study utilizing VBDM in dealing with EJ issues. Valerie Young of CH2MHill - South Bay Water Recycling project write-up.

Write-up a personal account to illustrate good and bad public participation. Herman Collins - San Diego experience and Herman Collins - Task Force. Muriel Watson - San Diego experience.

Write-up a piece on VBDM. Jenny Glasser/Ron Wildermuth - Orange County's work.

Include more information on the agricultural use of recycled water.

Write-up a good example on agricultural uses. Salinas

Include a section on media relations.

Include a section on political relations.

Include all areas of recycled water use in the introduction. Marilyn Smith will email complete water recycling use list.

Recommend Statewide education regarding recycled water with details. Staff to look into details of this issue.

Recommend strengthening CEQA/NEPA public noticing requirements. Katie Shulte Joung

### **D. Task Force Presentation**

Herman Collins will present the white paper to the Task Force on November 19, 2002. Fawzi is to provide a one to two page summary for his use.

### **E. Other**

Environmental Justice Coalition for Water meeting proposed to focus on recycled water. May be possible venue to present white paper.

**F. Timeline for paper**

6 November 2002	Submit edits to the rough draft white paper and prepare additional write-ups to incorporate into the draft white paper.
7 November 2002	Circulate draft white paper to workgroup and Environmental Justice (EJ) communities for their input and recommendations.
13 November 2002	Incorporate EJ comments and late submittals into the draft.
19 November 2002	Present White Paper to the Task Force (Herman Collins)

Task Force 30Oct02 Minutes 11-05-02draft.doc

2002 RECYCLED WATER TASK FORCE  
ATTENDEES AT 30 OCTOBER 2002 MEETING

Suzanne Arena	San Francisco Public Utilities Commission
Dan Carlson*	Utilities Department
Herman C. Collins	Collins Strategic Group, Inc.
Ane D. Deister*	El Dorado Irrigation District
Cindy Ferch*	Orange County Water District
Jenny Glasser*	Orange County Water District
Keith Israel*	Monterey Regional Water Pollution Control Agency
Fawzi Karajeh	Department of Water Resources
Nancy King	Department of Water Resources
Shani Lee	Bureau of Reclamation, Mid-Pacific Region
Richard Mills	State Water Resources Control Board
Jonas Minton	Department of Water Resources
John T. Morris*	Metropolitan Water District of Southern California
Robert M. Reed	Boyle Engineering Corporation
H. Eric Schockman	University of Southern California
Katie Shulte Joung	California Urban Water Conservation Council
Marilyn Smith*	Irvine Ranch Water District
William T. VanWagoner	East Valley Water Recycling Project
Al Vargas*	California Department of Food and Agriculture
Ron Wildermuth*	Orange County Water District
Valerie Young	CH <sub>2</sub> MHILL

\*Present via teleconference call.

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**SPECIAL ANNOUNCEMENT**

## **2002 RECYCLED WATER TASK FORCE**

### **MEETING ANNOUNCEMENT FOR THE PUBLIC INFORMATION, EDUCATION & OUTREACH WORKGROUP**

**Wednesday, October 30, 2002, 10:00 A.M. to 1:00 P.M.**

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#### **Background**

The 2002 Recycled Water Task Force was established by Assembly Bill 331(Goldberg), passed by the Legislature and approved by Governor Davis on October 7, 2001 (Water Code Section 13578). The Task Force is a cooperative effort of the California Department of Water Resources, the State Water Resources Control Board, and the Department of Health Services. State Water Board Member Richard Katz is the Task Force Chair. The Task Force is charged with evaluating the current framework of State and local rules, regulations, ordinances, and permits to identify the opportunities, obstacles or disincentives to maximizing the safe use of recycled water. The recommendations of the Task Force must be reported to the Legislature by DWR before July 1, 2003.

To accomplish the Task Force mission, workgroups have been created to tackle specific issues. The workgroups will then present their findings in the form of white papers to the Task Force as a whole. The white papers will contain background information, analysis, and recommendations to assist the Task Force in its deliberations.

#### **Public Information, Education & Outreach Workgroup**

The charge of the Public Education and Outreach Workgroup is to address issues related to public perception and acceptance, public education programs, and social equity in the distribution of recycled water. In addition, the workgroup will identify the entities that need to be aware of the Recycled Water Task Force and recommend ways and venues to reach such entities and make them involved in the issues relevant to the Task Force mission.

#### **Meeting Location**

The meeting is scheduled to take place on October 30, 2002 starting at 10:00 A.M. to 1:00 P.M. at 1000 El Camino Real, Millbrae, CA 94030.

#### **Meeting Agenda**

Introduction / Approval of September 4 meeting minutes  
 Briefing on October 10th Public Discussion Session  
 Review draft white paper and plan a strategy toward final draft  
 Discuss Workgroup's white paper presentation to the Taskforce on the Nov. 19 meeting  
 Public Comments  
 Adjourn

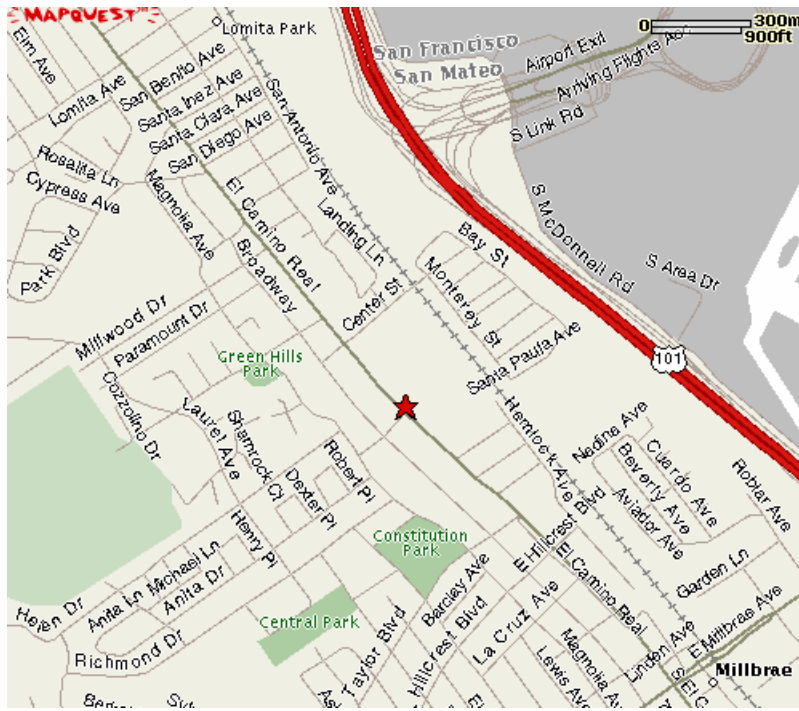
#### **For More Information**

Questions concerning the Task Force or the Public Education and Outreach Workgroup may be addressed to Mr. Fawzi Karajeh, Office of Water Use Efficiency, Department of Water Resources, P. O. Box 942836, Sacramento, California, or to [fkarajeh@water.ca.gov](mailto:fkarajeh@water.ca.gov).

Persons who want to receive notification of future meetings of the Task Force and have not already provided their contact information **must** send the information to Mr. Karajeh to be added to a notification list. For more information and future announcements visit DWR Web site at <http://www.dwr.water.ca.gov/>.

If you need reasonable accommodation due to a disability, please contact Mr. Rich Mills, Office of Water Recycling, California State Water Resources Control Board at (916) 341-5739.

### Directions to 1000 El Camino Real, Millbrae, CA 94030



#### From San Francisco Intl Airport

- 1: Start out going East on DOMESTIC TERMINAL towards AIRPORT EXIT by turning left. 0.09 miles
- 2: Turn LEFT onto AIRPORT EXIT. 0.05 miles
- 3: Turn SLIGHT LEFT onto AIRPORT EXIT. 0.14 miles
- 4: Take the US-101 S ramp towards SAN JOSE. 0.67 miles
- 5: Merge onto US-101 S. 0.45 miles
- 6: Take the MILLBRAE AVE exit towards MILBRAE. 0.12 miles
- 7: Keep RIGHT at the fork in the ramp. 0.18 miles
- 8: Merge onto E MILLBRAE AVE. 0.32 miles
- 9: Turn RIGHT onto EL CAMINO REAL/CA-82. 0.73 miles

#### From the north

- Take US-101 S.
- Take the MILLBRAE AVE exit towards MILBRAE.
- Merge onto E MILLBRAE AVE.
- Turn RIGHT onto EL CAMINO REAL/CA-82.

#### From the south

- Take US-101 N.
- Take the MILLBRAE AVE exit towards MILLBRAE.
- Merge onto E MILLBRAE AVE.
- Turn RIGHT onto EL CAMINO REAL/CA-82.